

Comparisons of Job Characteristics

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Customer Service Representatives (43-4051)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 77

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Customer Service Representatives (43-4051)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Customer and Personal Service	11.3	15.2	16.6	0	Current knowledge level may be sufficient
Clerical	7.3	12.2	6.4	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 97

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Customer Service Representatives (43-4051)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Active Listening	11.0	12.6	11.9	0	Current skill level may be sufficient
Service Orientation	7.9	11.6	11.8	0	Current skill level may be sufficient
Persuasion	7.4	10.6	12.2	>	Skill level is likely sufficient
Negotiation	6.8	9.0	10.8	>	Skill level is likely sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 93

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Customer Service Representatives (43-4051)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	13.3	13.4	0	Current ability level may be sufficient
Oral Comprehension	12.5	13.1	13.7	0	Current ability level may be sufficient
Speech Clarity	10.2	11.8	12.1	0	Current ability level may be sufficient
Speech Recognition	9.9	11.8	11.5	0	Current ability level may be sufficient
Written Expression	9.8	11.0	8.7	<	Some improvement in abilities may be required
Written Comprehension	11.0	10.8	9.6	<	Some improvement in abilities may be required
Near Vision	11.1	10.3	9.5	0	Current ability level may be sufficient
Problem Sensitivity	11.1	10.0	9.3	0	Current ability level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 73

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Customer Service Representatives (43-4051)

Work Activities	Exclusivity of Activity
Calculate rates for organization's products or services	77
Collect deposit or payment	78
Maintain records, reports, or files	5
Obtain information from individuals	24
Provide customer service	14
Use computers to enter, access or retrieve data	3

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 41

Focus Occupation: Retail Salespersons (41-2031)

Associated Occupation: Customer Service Representatives (43-4051)

Tools and Technologies	Exclusivity
Business function specific software	1
Calculating machines and accessories	3
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1

Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.